

THE Organized FARMER

Vol. 23



October 3, 1963

No. 19

VOLUME MEANS POWER

ANOTHER ARTICLE IN THE SERIES
"OUR CHANGING AGRICULTURE"

By F.U.A. President Ed Nelson

In the September 3rd issue we reviewed our study of the farm situation. In this issue it is our intention to look at one or two statements in the review and see if we can get a clearer picture of the problems we face. I think we have made it quite clear that the gross income the farm community gets from farm produce is dependent on two things,

1. The price the consumer will pay.
2. The cost of grading, processing and distributing.

What the farm community has left of this income is dependant on the cost of machinery, taxes, and extra help required for farm production.

Too Many Farmers?

We have analyzed the possible limits that we can get as income and we have looked at ways to save as much of that income as possible. The cold facts of the case are simply that when you divide either the gross income or the net income among our present farmers it represents a figure that is

substantially lower than the average income of most of the rest of our society. In other words, in spite of the great and continuing reduction in farm numbers there are still too many farmers for the amount of money our farm markets can provide for them. That is why all the economists, the experts, government officials and even some farm organizations, continue to advocate reducing farm numbers. They consider that the resulting larger farms are the only answer. The fallacy in this kind of reasoning is that for a long

Valuable Principle

Grain producers in Western Canada probably have the fullest experience of any group and should be as qualified as anyone

to properly assess this statement. I think it is safe to say that they will agree that using the co-operative principle to market grain has been of value. However they still found they were helpless in the market place. The Wheat Board is the result. From there we have gone to the International Wheat Agreement.

In the last two or three years, there has been a deliberate move to lessen the power and the value of the Wheat Board by introducing an open market locally, through local feed mills. This was brought about, not so much by any inadequacy of the Wheat Board, as by a rather hazy understanding by most farmers of the purpose of the Board. The result is another state of confusion that caters to a few selfish whims and fancies, but offers no long term solution to bringing more money into the total farm community.

Group Action Needed

What, then is the solution? Well, one thing seems quite apparent to me. Somehow all of these farmers must find a means of single action as a group. They cannot go on making individual decisions in the market place or in the field of farm policy. Their decisions must be group decisions, which benefit the group, and then, through the group, filter down to every individual member.

Obviously then if we are going to set up groups from which policy decisions will come, they must be groups in which all farmers have a voice. We cannot establish acceptable farm policy if any appreciable number of farmers are left out.

In the next issue I shall try to outline some of the principles which any proposed farm organization must observe if it is to properly fill the bill.

PICK UP THE TORCH

The F.U.A. is a direct membership, dues paying organization. Without members or dues, there would be no organization. Its scope and value to the farming community is dependent on two things, the number of members, and the net amount of dues collected from those members.

There are many ways of assessing the worth or purpose of the organization. It can be an exclusive club made up of members who believe and think alike. It can also be all-inclusive, and count among its members the rich and the poor, all shades of politics and

religion, grain farmers and stockmen, all with one common purpose—that of helping to create a better community in which to live, and taking their full share of responsibility for that community.

A Challenge is Tossed

I have always believed the latter is the interpretation that most serious minded farmers apply to the F.U.A. This is also the interpretation our late Executive Manager, Mr. Leenders, applied to the organization. It was with this thought in mind that he was gearing the membership drive this year to a minimum of 30,000. He was unable to accept anything less than that from the responsible farm community of Alberta.

"Nick," as we called him, is no longer with us. The guiding hand and initiative he provided is gone. However, this does not mean that we need to lose any of his enthusiasm. It means that each one of us, every member, every secretary, every president, every board member, will now have to pick up the torch, and the challenge that has been tossed to us. What we do with it will be known after November 13th, the day of the drive.

No District Un-canvassed

Emphasis will be placed on the sub-district organization more than ever this year. This, of course, is in line with the reorganization and boundary changes.

Each sub-district will need to organize the campaign in such a way that no area within the district goes un-canvassed. District officials will need to co-operate in every way but the onus will definitely be on the sub-district director and his board if he or she has one. In addition the executive and members of the membership committee will also be ready to take part.

"Nick" lighted the torch. It's up to us to pick it up and carry it forward. No greater tribute

(Continued on page 4)

U-DAY

NOVEMBER 13

It's YOUR DAY because It's UNION DAY

Without Organization You Will Go Nowhere!

BE A MEMBER OF THE F.U.A.

That U means YOU!!

REWARD - - - BUS TOUR TO EASTERN CANADA

6. Percentage of quota of delegates at 1962 annual convention. Maximum 10 points.

F.U.A., F.W.U.A. and Jr. directors, sub-district or district secretaries are not eligible to go on the tour, neither are those who went last year.

With this system, it is of the greatest importance to work for:

1. Retaining the full 1963 membership of a local.
2. Trying to get as many paid two-year memberships as possible.
3. Trying to increase the membership as much as possible.

The system is based on the idea that the sub-districts compete with each other, because the winners will be chosen from the sub-districts which show the best results. Co-operation and forming of sub-district committees will be of great value, the committee to consist of the sub-director as chairman and a representative of each local. It may even be helpful, if in some locals canvassers don't like to ask their neighbors for memberships, to have some canvassers not working in their own local district but in a neighboring local's territory.

Plans are made to keep on file the records of those who aren't chosen for this tour, and to use the points gathered now as a start in next year's drive. This will give better continuity and will be a reward for work done this year.

Winners will be chosen on the following basis:

1. Earliest returns of the full 1963 membership. Maximum 30 points.

Maximum points will be granted when the renewal dues for the total 1963 membership of a local are mailed to Central Office not later than November 18, 1963. The date stamped on the envelope by the post office will be the deciding factor.

2. Percentage of increase in the 1963-64 membership over and above the average membership of 1962 and 1963. Maximum 20 points.

3. The percentage of two-year memberships in the total membership of a local, which are mailed to Central Office not later than November 18, 1963. Last year's two-year memberships will be counted. Maximum 20 points.

4. Percentage of life membership in the total membership of a local. Maximum 10 points.

5. Percentage of the potential membership obtained in the sub-district in 1962 and 1963. Maximum 10 points.

FARMERS' UNION OF ALBERTA

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One Man's Opinion

Face the Implications Of A Universal Pension Scheme

by Ed Nelson

A short news story in the Calgary Albertan September 18 caught my attention recently. It was a story reporting statements attributed to businessmen attending a national conference held in Banff during September, on Canadian economic survival. It was attended by 50 business leaders from across Canada.

The statement that drew my attention was in reference to the Universal pension plan being proposed by the federal government.

It said that some delegates suggested that higher cost of production and slower rate of capital formation could result from im-

plementing the plan in its present form. It is possible, of course, that I read into this statement something that is not intended. However, it does indicate to me that these men are afraid that any portion of the wage structure that is drained away into a pension plan will lower the amount of money available to keep the business world in continuous or increased operation. This seems to me to be a contradiction of what I

CAN YOU HELP?

Some months ago an article appeared in this paper telling you about the children's disease **Cystic Fibrosis**. After its appearance, many enquiries were received from different locals asking for more information in order to consider cystic fibrosis as a study project. Thanks to the interest shown by the Farm Women's Union of Alberta many, many people are now aware of this disease — thus helping us in our public awareness campaign. **Cystic fibrosis is still a fatal disease because a cure is yet to be found and cystic fibrosis affects approximately one in one thousand Canadian births.** The Edmonton Chapter hopes to raise \$1,400 to aid in research to help find this cure. We have had 20,000 Christmas cards printed and if we can sell this amount we can raise the money mentioned. The cards are a group of six original Canadian scenes. We are selling these cards at 10c each in any quantity.

A special thanks goes out to the Wainwright area for their order for 1,000 cards and to the Fairview area for their promise of an order. Orders or enquiries may be sent to: Mrs. A. Marshall, 9730 - 145 Street, Edmonton, Alta.

It becomes more and more important to have your Income Tax filed the way it should be done.

(Do you know that the Alberta Medical Plan speaks of "Alberta residents whose taxable income is below \$500 according to federal government regulations?"

For members living near Edmonton our income tax department at Central Office can be a real help.

Those living farther away can profit from our Income Tax Field Service.

Bring this matter up at your local meeting. Form a group and notify Central Office how many members want assistance in filing their tax returns.

....

IT CAN SAVE YOU MONEY.

....

F.U.A. Income Tax Service

9934 - 106 Street, Edmonton, Alta.

think is a sound idea, namely that everyone should put aside a portion of his or her earnings for the time when they are unable to earn.

It implies that any funds taken away from the normal function of buying and selling goods and services will reduce the business by that much. It also implies that if this same money is channeled through private investments such as insurance, etc., that this somehow changes the picture.

To me it looks very simple. You can't have your cake and eat it too. If you are going to drain all the **earnings** from all the people during their earning period they will be pretty poor spenders after they cease to earn. In fact, the same business world that persuaded people to spend every cent they could earn, must make up for any lack in spending capacity of these same people later in life, by paying more taxes for government pensions and welfare. Anything they gained in the first deal, they lost in the second.

Then there was the expressed fear that the plan would result in increased costs, and I can only assume that these people believe the rank and file wage earner will expect an increase in salary to replace any portion taken off for universal pensions. If this is true then it indicates the same lack of reasoning and judgment on the part of the wage earner, and is to be equally deplored.

I do not believe any one of us can benefit from something not accomplished. Only when we put all our people to work, earning a reasonable wage, producing to capacity, and utilizing automation to its fullest capacity can we hope to have the benefit of all we can produce.

If developing a pension program now, that will stabilize the future, means delaying or slowing up the process of capital formation today, then let us face it. But let us not expect those people not equipped with either the reasoning power, the business acumen or the accumulated capital, to bear the brunt of more selfish, unplanned social and economic action.

HEART FUND DONATION

As our members are all aware, our late Executive Manager, Mr. G. N. Leenders, died of a heart attack on September 10.

The Leenders family requested that those wishing to show their respect make a donation to the Heart Foundation—a fund which provides money for research into heart disease.

Anyone wishing to donate to this fund should forward their donation direct to the Heart Foundation (Alberta) Ltd., 10130 - 101 Street, Edmonton, stating that it is in memory of Mr. Leenders. The Foundation will send an acknowledgement to the Leenders family, and a receipt to the donor. Such donations are deductible for income tax purposes.

Master Farmers Are FUA Members

Of the four Alberta Master Farm Families for 1963 named recently by Harry E. Strome, Provincial Minister of Agriculture, two are members of the Farmers' Union of Alberta. These are the Mel Quance family of Gadsby, and the George Dudley family of Magrath.

The Quance family farms 17 quarters of land. Part of this pastures a 100 head breeding herd. The Quances have two boys and two girls.

Mr. and Mrs. George Dudley and their 11 children farm 1600 acres, part dry land, and part irrigated. They raise sugar beets as well as grain for their beef cattle finishing operation.

Since 1947, when the award program was instituted, 57 families have received this recognition. According to Mr. Strome, the purpose of the Master Farm Family program is to draw attention to notable farming achievements by a farm family, and to show the advantages of farming as a vocation.

The other two families to receive the awards this year were those of Ewald Kadatz of South Edmonton, and Donat Dumont of

Bonnyville. Each family received a plaque, and \$1,000 in cash from the Province.

Make All Faces Around The Dinner Table Look Happy

Take $\frac{1}{2}$ lb. butter, $\frac{1}{4}$ tsp. salt, $1\frac{1}{2}$ cups white sugar, 1 cup milk . . .

And on it can go—flour, baking powder, almonds, peel, eggs . . . Nobody has a brain to remember all these things.

There is no need to even try to memorize recipes: the FWUA cookbook has done it for you.

Let your fingers walk through the pages (do it before you have butter and flour and egg yolk on them, because it would be a shame to soil such a valuable book) and you'll find everywhere tried and proven recipes.

Nearly 60,000 copies have been sold. Do you need more proof of this book's value? Order yours TODAY.

PRICE \$1.50

....

FWUA COOKBOOK

9934 - 106 Street, Edmonton, Alta.

TRY ONE OF THE F.W.U.A. RECIPES

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REFRIGERATED AIR CONDITIONING

* IN MANY ROOMS

Communications Are a Key Problem!

O.F. AIDS LOCALS

By Ed Nelson

Central office of the F.U.A. has always had two serious problems in servicing the locals. One is to communicate effectively with them. We used to send out a monthly newsletter which often was not brought to the attention of the member. It did not seem to get results. The second problem is that of providing program material for local meetings. This too is difficult, particularly when there is no live issue facing the farming community. It is not always easy to create interest in some types of problems even if they are important.

F.U. & C.D.A. is a direct result of these very problems. It is, of course, designed to deal directly with each area and to help local people to develop leaders, and programs for these leaders to work with. The other agent through which we attempt to deal with these problems is The Organized Farmer. When Mr. Leenders came to us he was given the responsibility of developing this paper into an information media which would give every local president and secretary enough material for an interesting meeting once a month.

Greater Coverage

There are two reasons for using The Organized Farmer. One is cost — the paper provides the greater coverage at the least expense; the second is to provide a wider range of information to more people. The preparation and mailing of a special letter to the locals each month, which we did for several years, was quite costly and its success was dependent on the local secretary preparing it for a meeting to suit his particular group. If he or she did nothing, the letter was a dead loss.

By using The Organized Farmer, each member has a chance to keep up with current events and so can come to the meetings prepared to contribute to the discussions. The main idea is that we want as many people as possible to be aware of what is going on even if their locals fail to meet.

Shared Decisions Important

I am convinced that nothing yet devised, can take the place of a good discussion about these matters at a local meeting. And if, out of these discussions, important decisions are made, they should be promptly reported to head office so that they may be shared with other locals. The Organized Farmer again becomes the medium of communication when these reports are published.

O. F. is a Service

These are the reasons why I am anxious to remind you again, that The Organized Farmer is intended to serve you. The more use we make of it, the more valuable it will be. Any changes we make in the paper are aimed at doing a better job. May I also remind every local secretary and president to prepare material for their meetings ahead of time so they will have an interesting program ready for their members when they meet. If there are those who feel they need help to plan a pro-

gram, the director of FU & CDA is available, in a limited way, to help. If we receive requests in any great numbers, we may have to organize a general program to meet this demand. In any case, let us not underestimate the value of these monthly meetings. They are important and any extra effort to plan them well, is worth while. All members and especially local officials, should take time to read The Organized Farmer carefully. There is material in every issue which will provide a full and interesting evening's discussion.

F.W.U.A. HAS BEST SELLER

Thanks to an F.W.U.A. best-seller, the good food found in Alberta farm kitchens is being made famous all over the world. The F.W.U.A. COOK BOOK is finding its way around the globe. At last count, some 65,000 copies have been distributed, or are on hand. This includes about a dozen which are in daily use in Pakistan!

According to the girls in the F.U.A. Office who handle the orders and mailing, the books are going like hot cakes. One book seems to sell another, and each year, the demand for copies goes up.

Back in the mailing room, they tell the story of how one cook book was sent as a gift to a certain address in Winnipeg. Two weeks later, a whole flock of orders came in from that same street.

This proves once again that nothing succeeds like success. The F.W.U.A. Cook Book has been around for many years. Slowly but steadily, it has been revised and improved, until today it is a sure fire best seller. Each copy sells for \$1.50. Last year, \$4,800 worth were distributed. To date, \$5,300 worth have gone out this year.

The Associated Country Women of the World have had quite a bit to do with the book finding its way overseas. And it's through their word of mouth advertising that many copies have been sent throughout the United States and Hawaii. Several A.C.W.W. members in Pakistan have obtained copies through this world wide body. Through their cooking, the farm women of Alberta are conquering the world.

Population Student Says Growth Must End

According to an article appearing in the latest issue of the Wheat Pool Budget, figures attributed to Merrill K. Bennett of the Food Research Institute Studies show that if the world's population continues to grow at its present rate, about 1.6 per cent per annum, by the year 2317 (three and a half centuries from now) the average density of human population per square mile would be about 15,000. This would be about the same as that found in some of the more heavily populated cities today.

Mr. Bennett is not predicting calamity as being just around the corner, as some writers have done. He says, however, that such a density of population would only leave a space about 70 by 27 feet for each person on Earth's surface. Famine, pestilence, disease and war would certainly prevent it!

Mr. Bennett's point is simply that a corner in the population growth spiral will have to be turned within the next 350 years. This growth, which has been called "The Cancer of the Earth" by some biologists, must certainly stop. The only question about this arresting of the growth rate is how it will come about. Will it be through man's reason, or through the four horsemen of the apocalypse?



THE ONE MAN BAND

A farmer is much like a one man band. The farmer has to do most things for himself. He has to be an electrician, plumber, mechanic, veterinarian, laborer and manager all in one. But just as the man in the picture can't play all music neither can the farmer do all the jobs by himself. He needs the help of his fellow farmers to market his product, buy his supplies and fight for a fair deal for agriculture. It was for this reason that farmers set up U.F.A. Co-op. In this way they could combine their purchasing power to buy their farm supplies and petroleum products at lower costs. Time has shown that this approach was sound, for last year U.F.A. Co-op provided over 50 million gallons of petroleum, over 6 million dollars worth of quality farm supplies and rebated to its farmer members in cash over a million dollars. When you join your fellow farmer in U.F.A. Co-op you get petroleum products tailored to meet the exacting requirements of modern Alberta farmers; high quality farm supplies at low prices; your share of all earnings according to your patronage; a voice in the government of your company; and the satisfaction of belonging to an organization dedicated to the welfare of Alberta farmers.



UNITED FARMERS
OF ALBERTA CO-OP

"Owned by farmers—controlled by farmers—and operated SOLELY for the benefit of farmers."

GOOD HEALTH: Asset or Liability?

By W. J. Harper

Canada's Minister of Health, Miss Judy La Marsh, has just returned from a trip to Europe. She visited the Netherlands, France, West Germany and Britain, to study the national health and pension schemes of these countries. No doubt the purpose of this visit was to get the benefit of the experiences in Western Europe, in preparation of further health and pension plans for Canada. Western Europe is far ahead of either Canada or U.S. in such matters. President Kennedy recently said that it was time the U.S. caught

up with Europe in pension and health programs.

Laziness Not Encouraged

The Manitoba Co-operator reports Miss La Marsh as saying that she had not found that the extensive welfare programs of European nations had encouraged laziness, or had stifled the initiative of the people. This is an important and interesting observation. One of the great cries of the free enterprisers is that if people are provided with an old-age pension and with a government adminis-

tered health and welfare program generally, they will become lazy and shiftless. The argument is that they know they will have an old age pension and health insurance and so there is not much reason for them to work and save for such purposes.

There is no doubt that there are people of this sort around. History is full of stories about people who did not provide for old age or illness. It is nothing new, and there is no evidence that we have a higher percentage of such people today than in the past.

Low Unemployment

Western Europe, with its present broad welfare programs, has a lower rate of unemployment than either Canada or the U.S. which seems to indicate that their people are quite willing to work, and no doubt this means they are contributing to their health and pension plans out of their wages.

Don't Overlook POOL PATRONAGE DIVIDENDS When Marketing Your Grain

Don't overlook patronage dividends when deciding where to market your grain for they are an important part of your final return.

A comparison shows your grain is consistently worth more when you deliver to the Alberta Wheat Pool.

This is strikingly evident in the following table comparing dividends paid by the Alberta Wheat Pool with those of two other large grain firms in Alberta in 1961-62 (the latest figures available).

	Wheat Board Payment	Patronage Dividends cents per bushel	Total
1 NORTHERN WHEAT:			
Company A	171.6	1.3	172.9
Company B	171.6	.6	172.2
Alberta Wheat Pool	171.6	5.3	176.9
2 NORTHERN:			
Company A	170.7	1.3	172.0
Company B	170.7	.6	171.3
Alberta Wheat Pool	170.7	5.3	176.0
3 NORTHERN:			
Company A	169.4	1.3	170.7
Company B	169.4	.6	170.0
Alberta Wheat Pool	169.4	5.3	174.7

NOTE: Figures are to the nearest one-tenth cent. Wheat Board payments are for delivery point with 24 cent per cwt. freight rate.

It is evident that Pool members, delivering to their own elevators, received much the best return. They got about 4½ cents more than farmers delivering to Company A and about 4 cents more than those delivering to Company B.

Consider the fact that 3 Northern wheat delivered to the Pool returned more than the same wheat delivered elsewhere even if it should happen to have been overgraded as much as to a 1 Northern (an unlikely event).

Some may point out that only part of the Pool's dividend was paid in cash. This is true—3 cents in cash and about 2.3 cents a bushel in reserves. Even disregarding the reserve portion, (not a good idea since these reserves are worth full face value) Pool members still received substantially more cash for their grain.

With these figures in mind, the wise farmer will take a second look before being tempted by the offer of an extra grade. A big rapid movement of grain is in sight this year. You should be able to get your grain into farmer-owned Pool elevators.

I would bet that they are doing it gladly. The people who are opposed to welfare programs seem to believe that if such programs are stopped, or limited, the ordinary worker or farmer will start at once to save for his old age, and insure himself and his family against illness. Unfortunately they do not explain how a worker can do this on a low wage, or how a farmer can do it if he has a crop failure, or has to produce at places below cost.

It seems to me therefore that health insurance must be a government sponsored program. No one can do without it today. Medical and hospital bills are far too high to take a chance. And yet, if someone is hard pressed financially he is very likely to take such a chance, and, of course, he is bound to lose sometime. When this happens, society may have a very large bill to pay, for medical services, for hospitalization, and probably for assistance to the family. In the case of death or permanent illness of the breadwinner, this assistance may have to go on for years. Also, society loses a worker, perhaps for the short period of his illness, or perhaps for the rest of his productive life. Early and proper treatment, which he can get under a national health plan, may very well save a lot of such costs.

Health an Asset

In other words, the good health of the people is a tremendous financial asset. It is very doubtful that it costs at all, because a healthy worker is a productive worker, who is contributing to the wealth of the country while a worker who is off the job due to illness is contributing nothing, and is probably costing society money besides. I can't go along with the idea that we can afford to take such chances, either as individuals, or as a nation.

Jungle Law

The idea that people must fight for everything they get, and that they will soon become shiftless if they don't have to fight is hardly the sort of philosophy that we should encourage in our civilized society. It is, of course, the law of the jungle, and it was necessary at one time. But somewhere along the line, someone who took time to think, instead of spending all his time in taking things away from his neighbor, came up with the idea that working together was a much better idea—that we should each be our brother's keeper, and so on. We profess to believe this philosophy today. We give lip service to the idea that we should help our weaker members. We also boast that we are a very wealthy society, and there is no need for anyone to go without the necessities of life. Surely then, we can provide for our people the same kind of health care that the people of both Eastern and Western Europe have been getting for many years. We say we believe in it and we say we can afford it. To say that it will spoil our people seems to be to say that we had better stop seeking the good things in life and go back to the jungle, and I am quite sure that none of us are prepared to do this.

PICK UP THE TORCH . . .

(Continued from page 1)

could be paid by Alberta farmers, to a man who dedicated the last year and a half of his life to them, than to list those 30,000 or more farm families on our membership roll, come next November 13th.

We need to remember the words of John McCrae—

"To you from failing hands we throw
the torch. Be yours to hold it high.
If ye break faith with us who
die, we
shall not sleep . . ."
I know you will all help.

Ed Nelson, president.

F.W.U.A. HANDICRAFT EXHIBIT

At the 1962 FWUA annual convention Miss M. Coupland, convention convener of handicraft, recommended that the annual handicraft exhibit be dropped for a year or so since the number of exhibits has decreased each year. However, the convention delegates voted unanimously to have an exhibit in 1963. The list has been revised and sent out to all local secretaries but any local with exhibits completed from the 1962 list may certainly enter these. We think the new list does cover all exhibits from the old but if we have missed some article you have completed for exhibit, it will not me disqualified. Enter it.

The prizes are \$25, \$15, \$10, \$7.50 and \$5. Locals may enter any number of articles (enough to make a total of 40 points of first prize exhibits, 4 large articles at 10 points, 8 small articles at 5 or a combination of large and small to make a total of 40 points).

Prizes will be awarded for scrap books of "Our Own Community" and of "Alberta." If locals working on Alberta scrap books wish to donate these we would be pleased to send them to other societies of the Associated Country Women of the World.

Whether the handicraft exhibit is continued or not depends on the interest shown this year. The choice is yours.

TRACTOR TIPS

WATCH FOR WEAK IGNITION

The voltage required to "fire" a spark plug is higher during periods of acceleration than at any other time. This is due to the greatly increased compression pressures which result from suddenly "jamming" more fuel into the combustion chamber. The denser fuel mixture, in turn, creates higher than normal resistance across the spark plug electrodes and increases the voltage required to make a spark jump across the gap.

And, unless the ignition system is capable of meeting this "peak" voltage demand, the plugs will misfire!

(Keep in mind, too, that spark plug gaps which are too wide aggravate the condition, since the wider the gap, the more voltage is required to "push" a spark across it . . .)

Occasionally, plugs with damp or dirty insulators or greasy boots can cause a miss while accelerating too. Here, even with a "strong" ignition system, the high voltage may short across the insulator from the terminal to the shell, preventing a spark from forming at the electrodes.

OVERLOOKING "HEAT RISERS?"

A truck engine equipped with a "heat riser" (manifold heat control valve) will run when the valve is stuck—in either the open or closed position. Consequently, it's easy to overlook a stuck valve as a source of trouble when the engine is being lubricated or tuned up.

Servicing should include checking the valve's operation manually, lubricating the shaft with a few drops of a mixture of powdered graphite and alcohol (or kerosene), and moving the valve up and down several times to permit the solution to work itself in. (If the valve is frozen, tap the shaft with a light hammer to free it up.)

Should you decide to do this job yourself, do not use engine oil. It will produce a residue which hampers rather than helps valve operation.

A valve stuck in the "heat on" position may cause power loss, engine knock, sticking or burned valves and spark plug overheating.

ALBERTA WHEAT POOL
Farmer-Owned Co-operative

The Fifty Years On Which The FWUA Can Look Back With Pride

By Mrs. J. R. Hallum, 2nd FWUA vice-president

A paper on 50 years of achievements by organized farm women in Alberta, will of necessity be brief. So many things have been accomplished by the farm women in Alberta that hours could be spent in telling the story where only minutes are available. I will endeavor to present to you a short history of accomplishments.

Let's go back to the 1913 convention when the Constitution of the U.F.A. was amended to allow women membership with a status equal to that of men. Was this not the first great achievement by Alberta women?

Small social groups had been formed across Alberta but it was not until that memorable day in 1914 in Alix, when the first Women's Auxiliary was formed, that things really began to take shape. Mrs. Irene Parlby came to the fore. I am sure that her efforts were largely responsible in 1916 for having the auxiliary formed into the United Farm Women of Alberta, with Mrs. Parlby as the first president.

In 1916 the first committees were formed—Health, Education, and Young People's Work. For over 50 years these committees have continued to function and others have been added from time to time. In 1917 a resolution was passed asking for municipal hospitals. In 1918 the board worked hard to have a department of public health formed.

Practical Work

I see no better way to bring you up-to-date to 1928 when the first edition of our now very famous cook book was published, with the following information on its first page:

"A Few Practical Achievements of the UFWA

1. Secured obstetrical nurses to supplement the efforts of the medical profession in outlying districts.

2. Responsible for securing legislation instituting municipal hospitals. Increased the interest and support given to public health nurses. Sponsored ideas and urged health department to send out travelling dentists, also travelling eye, ear, nose and throat clinics.

3. Instrumental in securing reform of the Dower, Mothers' Allowance and other Acts of special benefit to women and children.

4. Organized Junior locals for the purpose of training farm boys and girls in citizenship, interesting them in the improvement of rural conditions, etc. Co-operate with the University of Alberta in arranging for Farm Young People's Week, an annual conference devoted to short educational courses and supervised social activities for boys and girls from Alberta farms.

5. Helped institute travelling libraries.

6. Assisted generally in establishing the idea of co-operative marketing in the province.

7. Recommended changes in content of public and high school courses, and where these were re-drafted, were given representation on the revision committees.

8. Instrumental in securing passage of federal law equalizing grounds for divorce as between men and women.

9. Instrumental in securing the passage of an Act providing for sterilization of the mentally deficient in certain circumstances.

10. Our locals have been the means of bringing about a more neighborly spirit in their communities, and more satisfying social life, thus relieving farm life of much of its isolation.

The UFWA has provided an organization in which farm women can train themselves to take their proper place in the conduct of their country's affairs. This is

evidenced more plainly at each succeeding convention — it has given training in methods of conducting business, knowledge of our public institutions and of government, and has developed confidence and ability to express these ideas."

It may be well to mention here that while the organization was busy accomplishing all the foregoing, it had become involved in politics, the women taking their equal place with men, which was evidenced by the appointment to the provincial cabinet of Mrs. Irene Parlby as minister without portfolio, a position she held until 1935.

Health Important

During this time, studies and requests were increasing. Health still played an important role. In 1935 an educational campaign was conducted against the ever increasing menace of venereal disease. The provincial government was requested to have some form of sex education made available through the department of health. At that time, as is now, the number of mentally ill and the cost of caring for them was a matter of concern to UFWA. The UFWA is given credit for one of the most advanced pieces of legislation ever to be enacted in Alberta. Since this is so important to our society I feel I should review it here. I am referring to the Sterilization Act and the working of the Eugenics Board.

This is a Board of four members, appointed by the provincial government under the Sexual Sterilization Act. Authority is provided in this Act for the Eugenics Board to review case histories of mentally defective and mentally ill persons referred to it and to recommend sterilization, if indicated. Cases are referred through the mental hygiene clinics and by the administrative staffs of the various institutions. The object of this program is to reduce the level of hereditary mental defectives.

The UFWA and FWUA have continuously had a member on this Board. The present FWUA representative is Mrs. C. T. Armstrong of Calgary, past president of the FWUA.

The FWUA still is very active in the mental health field and has a member on the committee of the provincial government studying present Acts with the view of writing a new Mental Diseases Act. The UFWA was given credit for urging the establishment of the first psychiatric ward at the University of Alberta hospital.

Farm Women's Week

Another of the great accomplishments of the UFWA was the institution of Farm Women's Week at the schools of agriculture. In correspondence with Mrs. S. V. Townsend, now of Mirror, she told me she got the inspiration when she had occasion to take a young man to Olds for a week. She said it was so easy to recall the loneliness on the prairies in the early twenties, coupled with the homesickness of many, while in the dormitory dressing room were flowers instead of a pile of

ironing to look at, there was room to sit at a table without all the household chores staring one in the face, and beautiful lawns and flowers and trees outside. Mrs. Townsend said Mr. Kemp, horticulturist at Olds for the first year, contributed immensely with his slogan, "It isn't a home until it's planted."

Mrs. Townsend was encouraged by Mrs. Richard Price and Mrs. Hepburn to write the Hon. George Hoadley, Minister of Health, UFA government. Within a year Mrs. Townsend herself had a holiday at the first Farm Women's Week. The prettiest housedress was the order of the day.

Over the years that stay at Olds was the only holiday many well deserving farm women had.

Bulletins

One of the very significant things that the UFWA instituted and has carried out for nearly 50

years was the writing of bulletins by the members of the women's board. These bulletins were on many different topics and taken by mail right into the locals all over the province. By listening to and discussing these bulletins, much information was received that busy farm wives would not have time to read for themselves. It has always been my contention that a well informed mother means a well informed family.

In the past 50 years members of the UFWA and FWUA have worked very closely with the main body—UFA and FUA. The three executive members of the FWUA sit on the main board of the organization. Their contribution is indicated by the number of national, provincial and local committees and boards of which they are members.

In the field of laws affecting family life such as tax and div-

orce, farm women have worked steadily for improvement. Neither has the care of children gone unnoticed by this body. The care for senior citizens has always been given special attention.

Requests Enacted

Many of the requests presented to the government in the FWUA briefs were considered and enacted in the first five year plan—senior citizens homes, the new hospitals act, suggestions re education, etc.

To Mrs. Winnifred Ross of Millet, goes the honor for the hard work needed to get the locals interested enough to take out membership in the ACWW. Five delegates went to Toronto in 1953, and the organization has been well represented at each ACWW Triennial Conference since that time.

(Continued on page 7)

Are You Ready ? ? ?

MR. FARMER'S UNION DIRECTOR . . .

—the members of your board met?

HAVE —they completed plans?

—you "got a line" on all your locals?

MR. SUB-DISTRICT DIRECTOR . . .

WHAT ABOUT YOUR BOARD MEETING?

—set the date and place?

HAVE YOU —notified all locals?

—prepared your agenda?

—thought about the weak spots?

MR. LOCAL PRESIDENT . . .

—you set the meeting date?

HAVE —canvassers' cards arrived?

—you talked over the campaign with the secretary and board?

MR. F.U.A. MEMBER . . .

—ready to sign up without being canvassed?

ARE YOU —going to "have a chat" with that non-member neighbor?

If all the answers are **YES**
You are all ready for "U" Day
NOVEMBER 13th

FARM FORUM CORNER

with Jim McFall

Alberta Farm Forum Secretary

Has your local made its plans for the winter meeting program? Do you have speakers who are available to discuss topics of interest to your members?

If these are problems which are confronting your program committee, may we suggest using Farm Radio Forum! The following topics provides a wide array of timely topics which your group can benefit from in discussion together. Perhaps, you would like to meet a few Monday evenings during the season, or better still, why not organize a forum and participate regularly? Report forms and registration applications are available at any time.

Farm Forum provides you with a 30 minute radio program, commencing at 9 p.m., and dealing with the topic of the evening. In addition, the "Farm Forum Guide", the official printed Bulletin which accompanies the program, will be provided. With these as program aids, you can organize an active discussion period and send in the opinions of your members for provincial, and national, summaries.

Please fill in the form below without delay requesting your selections of the CBC sponsored programs. Final date for ordering for the November 4 program is October 21.

November 4 — "Where Two or Three are Gathered Together" . . . deals with the rural church, its problems, responsibilities and achievements.

November 11 — The Churches Reply . . . a reporting program dealing with the previous week's topic.

November 18 — Heritage . . . deals with family farm corporations, partnerships and co-operative farms in relation to inheritance and related problems.

November 25 — Women . . . In

CLIP AND MAIL TO:
Alberta Farm Radio Forum,
521 Northern Hardware Building,
Edmonton, Alberta.

We wish to participate in the following Farm Forum discussion topics. Please provide us with 5 10 15 20 (check number required) copies of the Farm Forum Guide for each program selected.

BROADCAST DATE

TOPIC

1.
2.
3.
4.

(Write additional topics on plain sheet of paper)
Or check here: Register our local as a regular participating forum and send further information yes.

NAME OF SECRETARY
OR CONTACT PERSON:

ADDRESS:

ASSOCIATION (if any):



CO-OPS EVERYWHERE

CO-OP WEEK - OCT. 13-19

"WE BELIEVE THAT CO-OPERATIVE ENTERPRISE PROVIDES THE GREATEST ASSURANCE OF SECURITY WITH FREEDOM."

CO-OPERATIVE INSURANCE SERVICES

CO-OP LIFE INSURANCE • CO-OP FIRE & CASUALTY

Created by Canadian Co-operatives and Credit Unions to Provide and Control Insurance Services for Their Members.

Topsy-turvy Weather Sees Harvest Upset

Their Place . . . How do women in their roles as mothers, shoppers, and investors, affect the economy?

December 2 — The Cost of Debt . . . do we need say more?

December 19 — ADRA on Trial . . . a general introduction to the policies and work of ADRA.

December 16 — A provincial program — watch for announcement regarding topic.

January 6 — Rural Youth Faces the Future . . . What are their prospects? Are there problems?

January 13 — Youth Talks Back . . . a discussion in which rural young people answer questions raised in the forums about the previous week's program.

January 20 — Harvest for the Mind . . . The farmers' welfare, economic, social and educational.

January 27 — Farm Organizations Reply . . . A reporting program dealing with your opinions from January 20.

February 3 — Frills in the Market Place . . . You and the consumer; do frills, gimmicks, fancy packages help either party?

February 10 — Farmers and Consumers Get Together . . . A program reporting on the above program.

February 17 — A provincial program — topic to be announced soon.

February 24 — Who Will Control Agriculture? . . . You, or the other fellow?

March 2 — The Forum Asks . . . reporting your opinions on who will control agriculture.

March 9 — ARDA At Work . . .

What are you doing? What can ARDA do?

March 16 — ARDA Explains . . . ADRA officials will answer your questions.

March 23 — Farm Forum's Year . . . a summary of the winter's programs.

Farmers and weather never seem to agree completely! Last week, at the F.U.A. executive meeting, Paul Babey, who farms in the Cold Lake area, reported that he was finished harvesting. He remarked that it was something new for him to be done this early. It is more usual for harvesting operations to hang on in his district until mid October.

Counter point to this was the comment by Anders Anderson of the Medicine Hat district that he was only 40 per cent finished harvesting. Heavy rains had delayed the maturing of crops, and some fields were still waiting to be cut down. Usually, harvesting is completed in the area south and east of Calgary much earlier.

DON'T FORGET
U-DAY
NOVEMBER 13

HOW TO USE OUR CLASSIFIED ADS

When you want to buy or sell something our Classified ads are the answer to your problem. Our newspaper is read by more active farmers than any other publication in the province, and the price is low. Use this ad section to your profit.

ORDER FORM

Please insert my ad for _____ issues.

Address _____

Name _____

Please find enclosed \$ _____

Mail to: The Organized Farmer,
9934 - 106 Street, Edmonton, Alta.

Write one word in each space.

Number of words	1 issue	3 issues	6 issues
up to 10 words	.50	1.35	2.55
11-15 words	.75	2.05	3.85
16-20 words	1.00	2.70	5.10
21-25 words	1.25	3.40	6.35
26-30 words	1.50	4.05	7.35
31-35 words	1.75	4.70	8.75

Special rates available for long-term advertisers.

USE OUR CLASSIFIED ADS . . .

Don't wait till somebody comes to you, asking whether you have something to sell. Let it be known that you have to offer something for sale. Use our classified Section. You will reach the active farmer who will need your feed, or seed, or machinery. If you want to buy something, The Organized Farmer is the paper for your advertisement.

The fall season is the time to advertise:

- Seed
- Fall Pasture
- Fall Wheat or
- Vegetables
- Rye
- Baled Straw
- Breeding Stock

Our classified ads work for YOU whether you want to sell or to purchase.

CLASSIFIED SECTION

AGENTS

FARMERS — Year round regular monthly income. Join our growing company as Factory Representative. Part-time demonstrating "Comet" Farm Equipment. Free factory training. Machines on Consignment. Write today for requirements. Smith-Roles, Dept. H, Saskatoon. C-1

LIVESTOCK

TREAT NOW for warble control. Stop grubs before they do damage to your livestock with Co-Ral, the proven warble treatment. Co-Ral is most satisfactory as a fall treatment. Member prices — \$10.38 per 4 lb. package F.O.B. all U.F.A. Farm Supply Centres. 6688-3

SECOND ALBERTA Polled Shorthorn Club Sale at Red Deer Auction Mart, Saturday, November 2 at 1 p.m. Selling 30 cows, bred heifers, 12 serviceable age bulls, club calves. Top cattle in pasture condition. For catalogue apply G. A. Fretwell, Box 3, Clive, Alberta. 6844-2

FOR SALE — Two registered yearling bulls. Lawrence Botten, Box 100, Boyle, Alta. 6775-2

FOR SALE — Several registered shorthorn bulls; females, cow-calf combinations, all ages. Sixty head to pick from (blood tested). Jim Gamble, Westlock, Alta. 6863-1

FARM MACHINERY

FARMERS — Year round regular monthly income. Join our growing company as Factory Representative. Part-time demonstrating "Comet" Farm Equipment. Free factory training. Machines on Consignment. Write today for requirements. Smith-Roles, Dept. H, Saskatoon. C-1

FARMERS AND RANCHERS — 135 bushel giant Schultz Manure Spreader, tandem wheels, side extensions and the new widespread beaters. Model 2120-3 less tires and tubes. Available at all U.F.A. Co-op Farm Supply Centres. Member prices — \$663.00 F.O.B. Calgary, Edmonton, Red Deer and Lethbridge. \$673.00 F.O.B. Grande Prairie. Other models also available. 6688-0

FOR SALE — New Cockshutt Baler and Rake, \$2,000, baled 3,000 bales. John Laskowsky, Bruce, Alta. 6879-2

MISCELLANEOUS

CUT PRODUCTION COSTS by purchasing all your farm supplies from the U.F.A. Co-op Farm Supply Division, the farmer-owned organization serving all Alberta with branches at Grande Prairie, Edmonton, Red Deer, Calgary and Lethbridge. 6688-0

FOR SALE — Cedar Fence Posts and Poles. Cedarco, Trail, B.C. 6508-0

FARMERS — Year round regular monthly income. Join our growing company as Factory Representative. Part-time demonstrating "Comet" Farm Equipment. Free factory training. Machines on Consignment. Write today for requirements. Smith-Roles, Dept. H, Saskatoon. C-1

(Continued on page 7)

THE
DIRECTORS AND MANAGEMENT
OF
C.C.I.L.

Are proud of the fact that the demand for C.C.I.L. machines was so great this year that it could not be met. This is the best possible recommendation for C.C.I.L. machines and service.

We deeply regret the inconvenience suffered by many members through late delivery of machines. In order to avoid disappointment we strongly recommend early placing of orders for machines for 1964 delivery. We guarantee early delivery of all orders placed before October 31st.

No interest charged until April 1st on tractors, seeding and tillage machines, or until July 1st on harvesting machines.

FOR THE BEST MACHINES
AT THE BEST PRICES

C.C.I.L.

"THE FARMERS' OWN"

MANUFACTURERS, IMPORTERS AND RETAILERS
OF A FULL LINE OF FARM MACHINES.

FIFTY YEARS WITH FWUA . . .

(Continued from page 5)

It speaks well of the FWUA that they were given the privilege of having a member on the Cameron Royal Commission to write a report for the provincial government—Mrs. W. C. Taylor of Wainwright and a past president of the FWUA, served in this capacity.

Early in 1960 a member of the legislature, Mrs. Ethel Wilson, was given a cabinet post, minister without portfolio. Mrs. Wilson came from a UFA family and was an active member of the Juniors and also had taken part in Farm Young People's Week. I mention this to show that the farm organization in Alberta has nurtured the only two women cabinet ministers we ever had in Alberta. Dr. Irene Parlby and the Hon. Ethel Wilson.

Local Projects

In addition to provincial and national programs the UFWA and FWUA have had local projects which have carried on continuously. One of these I know of is the hard work that went into obtaining and maintaining of rest rooms in towns. Two that I would like to mention are the Brooks rest room which was a dream of Mrs. V. C. Wiedeman, which is still very much in the fore, and one at Sedgewick, where credit must be given to Mrs. David Galletly, who has worked tirelessly on this project since the early twenties.

Accomplishments

Before I leave I would like to sum up our accomplishments as they appear in the 1963 Handbook.

1. Assisted in establishing a Provincial Department of Health in Alberta and later the National Health Scheme.

2. Spearheaded the move for Municipal Hospitals, Rural Health Units and the Travelling Clinics.

3. Assisted in founding Farm

DON'T FORGET
U-DAY
NOVEMBER 13

Young People's Week, which has been a continuous service to farm people since 1919.

4. Worked for Women's Suffrage which was granted Canadian women in 1916.

5. Worked for establishment of a psychiatric ward at the University Hospital.

6. Supported the fight for the declaration by "The Privy Council of England" whereby women were legally declared "Persons" in 1929.

7. Worked for Old Age Pensions in earlier years, supported the effort for Pensions for Incurables, Schools for the Deaf and Homes for the Aged.

8. Started "Farm Women's Rest Week."

9. Worked toward the establishment of the Provincial School Book Rental Plan.

10. Worked toward the establishment of regional libraries and grants.

11. Worked for the New Estate Tax Act and Revision of the Income Tax Act.

12. Worked for changes in the Mothers' Allowances.

13. Got Scholarship and Bursaries list sent out to all Grade IX and XII students.

14. Asked for a review of the Educational System.

15. Worked for Credit Legislation for Young Farmers.

These are some of the things the organizer farm women in the province of Alberta, have done in the last 50 years.

Cabinet Minister To Speak To Delegates

Harry Hays Federal Minister of Agriculture, will speak to the Annual F.U.A. Convention (December 9th to 13th), at the Palliser Hotel, Calgary, on Friday December 13.

FWUA HI-LITES

• STAPLEDENE donated a table to the auxiliary hospital. The quilt tickets were collected and the draw was made. The local realized more than \$160 from this project. The quilt received a first prize at the Lloydminster Exhibition. Miss Chris Robertson reported on the Junior convention and the graduate seminar at Gold Eye Lake. Mrs. Mary Inge is taking orders for Christmas cards.

• FAIRVIEW held a work bee at the Waterhole Cemetery to erect crosses (donated by the Kinsmen) on unmarked graves. Once they have all been erected and painted, relatives can place name plates on them, if they wish. Ardyth Simpson spoke on Farm Young People's Week and described her activities as Jr. FUA Queen. Jo-Ann Gibson and Betty Nadeau described their experiences at the Fairview Teen Camp. The meeting was held at the home of Mrs. Ruth Wilson.

• FAIRDONIAN VALLEY organized a successful afternoon entertainment for Lodge guests. Pat Galletly reported on her week at Gold Eye Lake Camp.

• POPLAR RIDGE'S treasurer, Mrs. Biswanger, reported a bank balance of \$36.79. The picnic, held at the Mayhew Farm on Aug. 11, was a huge success. Nearly all members and their families were present.

• H.H. FOUR POINT realized \$15.35 from a strawberry social and \$43 from raffling a quilt. The meeting was held at the home of Mrs. H. Harris.

• WEST WINDS FWUA 1217 — A money raising project will be undertaken in the near future with the proceeds being donated to the Gold Eye Lake Camp. The members of this local are saving labels from certain products to enable the local Girl Guide group to obtain premiums for use in their activities.

• WILD ROSE FWUA 1108 — A special meeting will be held to hear a report on the Gold Eye Lake Camp which was attended by students from this sub-district. A \$5.00 donation will be given to each the Unitarian Service Committee and the John Howard Society. At the closing of the meeting all present took part in judging the flower show entries. Mrs. Heiler, Daisy Hansen and Mrs. Pearce were appointed to write the early history of the local.

• AUNGER FWUA 1101 — Heard Mrs. E. Williams' report on Farm Women's Week that was held at the Olds Agricultural and Vocational School. Plans are being made to send a delegate from this local next year.

• MARWAYNE FWUA 716 — A doll raffle for the arena fund brought in \$105.00, with a profit of about \$75.00 realized.

• HILLSIDE FWUA 906 — heard reports on education at the university level and the courses that are available at the agricultural and vocational colleges. Mrs. C. E. Jones, FWUA director for District 9, gave reports on the summer board and the district board meetings and Farm Women's Week at Olds.

• STONY PLAIN FWUA 501 — Plans were made to cater to the district FUA dinner on October 25th. The groups heard reports from Dorothy Baron and Mrs. Holt who attended one of the camps held at Gold Eye Lake.

• PARK GROVE FWUA 609 — received first prize at the local fair for their exhibit. A blanket was purchased for the Gold Eye Camp.

Alberta Wheat Pool Bursaries



Marshall Kotowich



George Cushon

Two young FUA members have won Alberta Wheat Pool bursaries worth \$2,500.00 each. Winners are George Cushon of DeWinton and Marshall Kotowich of Myrnam.

The bursaries are worth \$500 annually for up to five years of undergraduate study and are tenable at the University of Alberta.

George Cushon will enroll in the Honors Chemistry Course at the University of Alberta in Edmonton. As well as a top student, he

WHEAT SALES (cont. from p. 6)

in competition with the rest of the wheat producing countries without too great a sacrifice in price. Farmers in particular should be aware of this fact. Had we acted on the advice of those who were advocating the sale of wheat at fire sale prices in the recent past to lower our "surplus", Canada would have suffered immeasurably.

—E. N.

has been active in many sports and last spring was a member of the Okotoks team which won the Students Work Current Events Composition sponsored by a Calgary TV station. He was president of the Okotoks High School Students' Union last year.

Marshall Kotowich, a native Albertan, plans to take his Bachelor of Education at the University of Alberta in Edmonton. He attended Myrnam High School where he participated in baseball, football, basketball, drama and student government. He is a member of CYMK (Society of Ukrainian Youth in Canada).

Other farm young people who will be attending university this fall with similar Alberta Wheat Pool bursaries awarded in previous years are David Puzey, Red Deer; Marion Day, Ardrossan; Brian Ekstrom, Balzac; Richard Hibbard, Nampa; and Arlene Tippie, Stettler.

**THE VOICE
OF
AGRICULTURE**
YOUR F.U.A. RADIO BROADCAST

on the air
Monday through Friday

**THROUGH THE KINDNESS
OF THE
FOLLOWING RADIO STATIONS**

CKSA — LLOYDMINSTER
DIAL 1150 — 6:55 A.M.
FIRST WITH FARM NEWS COVERAGE

CKNL — FORT ST. JOHN, B.C.
12:30 NOON

CHEC — LETHBRIDGE
DIAL 1090 — 6:45 P.M.

CKYL — PEACE RIVER
RADIO 63 — 7:10 P.M.
SERVING THE ENTIRE PEACE COUNTRY

CJDC — DAWSON CREEK
DIAL 1350 — 7:15 A.M.

CHFA — EDMONTON
En Français
DIAL 680 — 12:45 P.M.
"Journal Agricole Lundi à Vendredi incl."
Commentateur — Tharcis Forestier

BILL HARPER, Commentator

Training, Experience and Hustle make a Good Agent

A grain grower nowadays is interested in more than just marketing his grain. He often needs honest advice and sound advice about weed sprays, fertilizers, and feeds. It takes a good agent—one who is interested in and eager to learn your business—to handle your problems. And to do this an agent must have the benefits of complete farm management training. He must have ready access to the technical experts of his organization. He must



FERTILIZER KNOW-HOW—U.G.G. agent Bill Earl (left) of Ponoka, Alta., talks over next year's fertilizing program with Peter Davies. Mr. Davies farms 900 acres, feeds out about 200 hogs and 25 steers a year. He plans to fertilize every year and expects his agent to know how much and what analysis of fertilizer to apply. P.S.—Bill Earl did such a fine job for farmers he has recently been promoted to travelling superintendent.



GOOD GRAIN SERVICE—One of the largest farmers in the Ponoka district (3,100 acres), Glen Crandall expects his agent, Bill Earl, to know the grades and to be willing to hustle when Mr. Crandall's in a hurry. Mr. Crandall does all the welding and mechanical work on his farm, keeps 150 head of range cows.

realize that in the future he has to offer you a "yes" answer to questions like these:

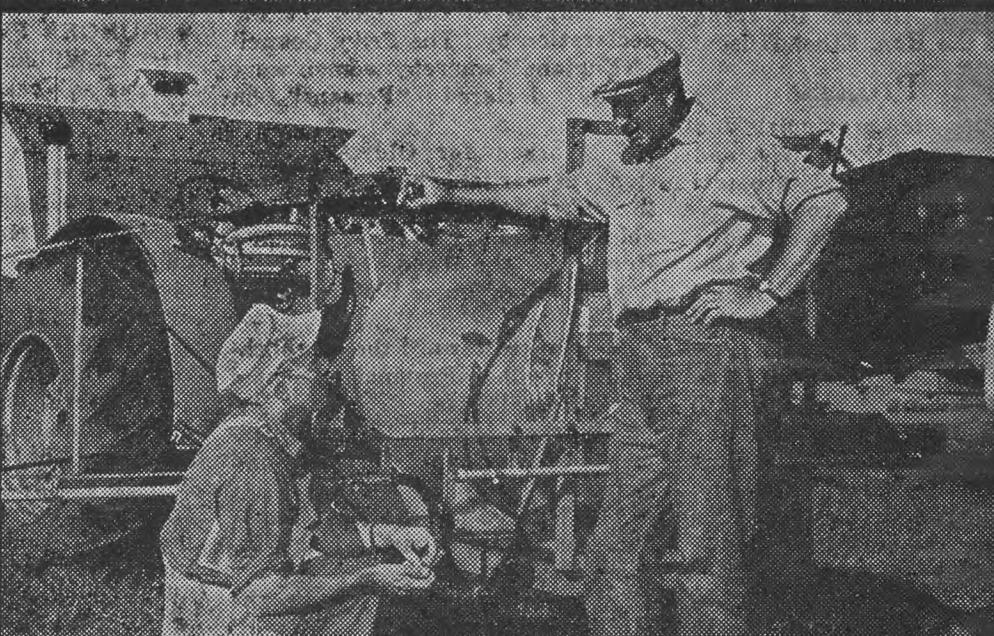
- Does he (1) always stay open for business during normal delivery hours; (2) always give you prompt service with no unnecessary hold-ups; (3) know the grades and offer to send a disputed sample to the Board of Grain Commissioners?
- If you have a weed problem, does he know how to control it?
- Can he tell you what analysis and rate of fertilizer you need for different crops?
- If you buy feed, can he tell you what feed is best suited to each age and type of stock?

U.G.G. agents are given special in-service training courses in order to give you "yes" answers to the above questions. That's the reason why United Grain Growers — and its customers — believe it is developing the best trained agents in the grain business.

Check for yourself. Take farm supplies, for example. U.G.G. agents have been handling farm supplies over 40 years. The Farm Supplies department has been backing them up with experts in major offices for all those years. That's why your United Grain Growers agent is best equipped to help you buy. Experience, training and hustling-fast service are added values you get when you deal with U.G.G.



KNOWS FEED—Many farmers, like Bill Matejka, market their grain through livestock. Bill, who farms 1,600 acres with his brother and father, wants answers to their feeding questions. The Matejkas keep beef, hogs and sheep.



UP-TO-DATE WEED KNOWLEDGE—Edward Larsen has been spraying weeds ever since the late 1940's. He has 800 acres to keep clean and wants his agent to supply him with the latest information on new weedkillers and how to apply them. Mr. Larsen is one of Canada's first farmers to raise S.P.F. pigs.



Order your fertilizer
now for Spring or
Fall delivery.